

APPENDIX C

Georgetown University Comprehensive Transportation Management Plan

(Prepared 1989, BZA-Approved 1990)

Comprehensive Transportation Management Plan

The continued growth in the number of people who work, teach and study at the University each day, as contrasted to a fixed number of parking spaces that are permitted by the Campus Plan, requires some portion of the commuter population to shift mode. The objective of the transportation management program is to provide a way for this transition to occur efficiently and voluntarily with a minimum of disruption to University operations.

To engender shifts in the mode of commuting requires both incentives — making non-driving modes more attractive, and disincentives — discouraging the use of the limited number of parking spaces.

In the category of incentives are those actions that make it more attractive for students, faculty and staff to use other modes — primarily ridesharing and transit.

Although ridesharing among University students and faculty is difficult due to the varying schedules and uncertain hours on campus, the University is committed to this concept and forty percent of the Main Campus faculty and staff have indicated a positive response to the provision of a ridesharing matching service. Presently, the Transportation, Traffic and Parking Department promotes the carpool program. This program will be enhanced by appointing a Ridesharing Coordinator to assist in the formation of additional carpools and vanpools. This person will report to the Director of Transportation, Traffic and Parking and will maintain lists of travel time and residence areas for those seeking to join ridesharing arrangements. The potential does exist to shift more travelers for more trips, especially in concert with the suggested improvements in transit accessibility, and increases in the cost of parking.

Based on experience, it is clear that ridesharing among staff is feasible if their hours are more compatible. Staff who enter into ridesharing arrangements must be assured that:

1. They will not be censured for keeping regular working hours i.e. leaving at a set time.
2. They can return home during the day if necessary.
3. They can transact necessary University business during the day without having to use their own car.
4. They will have a safe way to get home if they must work late.

Items 1 and 2 are closely connected. The University encourages staff ridesharing by making a commitment to its accomplishment at the highest levels of management. Associated actions include:

1. A policy statement that overtime should be requested only in unusual situations.
2. A policy and commitment to pay cab fare or to provide a University vehicle to persons in ridesharing arrangements who must work overtime, or who must leave work for a personal emergency.

3. A policy to provide cab fares or a University vehicle to persons who otherwise would need to use their personal vehicle for University business.

The other option to driving to campus is to use public transit. In telephone surveys, the most frequently cited reasons for not using public transit is that it "takes too long" or that it is inconvenient. The University continues to address the time convenience factors through private operation of its shuttle bus service.

In the Washington area there has been a major investment in public transit facilities that reach almost all areas of the region. Where concentrations of University commuters are found who do not have good access to the transit system, these corridors are targeted for University-sponsored carpools and vanpools. For other commuters, the University can most effectively use its resources to encourage public transit use by supporting the regional system: using the regional network to bring commuters to a few points and then providing connections to the campus. The current G.U.T.S. service does this, in part, by providing a fifteen minute peak period connection to the Rosslyn and Dupont Circle Metrorail stations.

The G.U.T.S. bus service will continue to be reinforced as an integral element of the transportation facilities serving the Georgetown Campus. Its mission is twofold:

1. Provide connections for staff, faculty and students to the regional transportation system.
2. Provide connections to areas that are beyond walking distance, and which contain heavy concentrations of students as well as staff and faculty who may live in the same areas.

The most efficient strategy to carry out the first mission is to:

1. Use the regional transit services to bring employees, faculty and students from residential areas to a few collection points.
2. Use G.U.T.S. to provide frequent connections between the campus and the regional transit system.

The goal is to elevate ridesharing and transit in status so that they become the accepted alternative transportation modes for commuting to the University.

In addition to the above measures, there are several additional components of a transportation management program under consideration by the University. These primarily address the cost issue and include the following:

1. Increase the price of parking.
2. Expand the G.U.T.S. service to and from Metrorail stations and outlying areas.
3. Offer financial assistance to transit users.
4. Provide support for vanpools.
5. Provide University-owned vehicles for work-related travel during the day.
6. Pay taxi fares to vanpool or carpool riders who are required to work overtime.
7. Continue exploration and development of alternate transportation systems.